The Secret's Inside Cameo Apples

The UK's tastiest apple*, Cameo, has become a firm favourite amongst Brits with its crunchy, yet juicy texture, vibrant orangey-red skin, distinctive taste and natural health benefits. Not only does it taste and look good, the apple is also packed with vitamins, fibre and antioxidants, which with regular consumption can help to keep skin looking younger and fight off illnesses such as heart disease and some cancers.

The apple, most commonly used for breakfast, dessert or as a snack, is set to reach new highs in 2009 with the support and recognition from the renowned chefs at L'atelier des Chefs in Paris and London. The chefs will be working with Cameo in January to create both savoury and sweet recipes incorporating the apple, including cod fillet with Cameo apple crisps and a modern take on a British favourite 'Cameo' apple tart with mixed spices.

Severin Basse, L'atelier des Chefs in London; "Not only do Cameo apples have a great taste and texture, but they also stay fresh for a long time.

"We've started to use them within many of our dishes at L'atelier des Chefs as they are particularly versatile – they compliment savoury dishes, but they also work well as a sweet - something which is very rare."

It's not just the UK that has taken a shine to Cameo. Currently available in France, Germany and Switzerland, Cameo produced almost 8,000 tonnes of apples in 2008 – nearly three times more than when the apple first launched in 2003.

Cameo apples are currently available within Tesco, Sainsbury's, Morrisons and the Co-op.

For further information about Cameo visit www.cameo-europe.com.

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*Voted tastiest apple at the National Fruit Show 2008

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